

**MANSFIELD DOWNTOWN PARTNERSHIP  
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE**

**Special Meeting**

**February 16, 2012**

**5:00 PM**

**Mansfield Town Hall  
Conference Room B**

**Minutes**

Present: Marty Hirschorn, Girish Punj, Steve Rogers, Rene Schein

Staff: Cynthia van Zelm

**1. Call to Order**

Steve Rogers called the meeting to order at 5:05 pm.

**2. Public Comment**

There was no public comment.

**3. Approval of Minutes from November 28, 2011**

Rene Schein made a motion to approve the November 28, 2011 minutes. Marty Hirschorn seconded the motion. The motion was approved unanimously.

**4. Update on Relocation**

Ms. van Zelm reviewed the status of business relocations and said that relocation for all affected businesses had been determined. She commended relocation consultant Phil Michalowski, attorney Lee Cole-Chu, and the Leyland team for all their work on relocation.

**5. Update and Discussion on Tenanting and Marketing of Storrs Center businesses**

Mr. Rogers noted that the Committee's role will now shift away from relocation to business development. He recognized the role of the Committee in the relocation process.

He said he sees the Committee serving as a sounding board for the businesses. Mr. Hirschorn asked if there is a structured process to do this and Mr. Rogers suggested that the process continue to work through this Committee.

Mr. Girish expressed concern about the perception of the union protestors around the work site. He suggested that the development team review the board on the construction site on the UConn

campus that emphasizes safety (east of the library). The general contractor, Scanza, focuses on the message of safety on the board. Mr. Punj suggested that a similar board be erected at the Storrs Center site. Ms. van Zelm said she would review it and then talk to the development team.

Ms. van Zelm said the Leyland marketing team and the Partnership staff will meet with the tenants who have committed to Storrs Center on March 21. The goal is to meet with tenants on a quarterly basis. She said the UConn Husky Bucks office would be presenting at the meeting as well. Husky Bucks can be used by UConn faculty, staff and students as a debit card.

Ms. van Zelm said a newsletter will also be produced on a regular basis.

Ms. van Zelm said the Storrs Center website (Leyland's site) is also being updated and should be ready soon.

Mr. Punj advised that marketing be directed to the residents at the Oaks on the Square.

Mr. Rogers asked that the Committee's charge be resent to the Committee.

## **6. Future Meetings**

The Committee agreed to meet on April 18 at 5 pm.

## **7. Adjourn**

The meeting was adjourned at 6:00 pm.